MANITOBA LIQUOR CONTROL COMMISSION

66th ANNUAL REPORT

FOR THE FISCAL YEAR APRIL 1, 1988 TO MARCH 31, 1989

90-00810/

LIQUOR CONTROL COMMISSION
OPERATIONAL PHILOSOPHY

The Manitoba Liquor Control Commission is responsible for the purchase, sale and control of beverage alcohol of high quality, throughout the province. It is committed to a socially responsible and businesslike approach in its external and internal dealings. As a government agency, the Commission is sensitive to the needs of all Manitobans. Essentially the Commission functions as an effective retailer of regulated products, always combining business effectiveness with a strong awareness of social responsibility.

As a consumer oriented organization, the Commission recognizes the need for cordial relations with consumers. This is achieved through the medium of well informed, helpful and courteous employees. Commission personnel are provided with appropriate training programs to improve their product knowledge aided by internal recognition and service awards. This ongoing process ensures a positive staff-customer relationship.

The Commission strives to support the objectives of the hospitality industry with a realistic enforcement of rules and regulations. It also takes an enlightened approach to innovative ideas.

Keeping the public well informed on all matters of interest including those matters required by law is an integral part of the Commission's approach to serving the citizens of Manitoba.

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LIQUOR CONTROL COMMISSION

(As at March 31, 1989)

BOARD OF COMMISSIONERS

Chairman.....G.W.J. (Gerry) Mercier, Q.C.

Vice Chair.....L. Dianne Lambert

Commissioner.....Joyce G. Buffie

Commissioner.....Wesley N. Goodspeed

Commissioner.....Sally J. Harrison

LICENSING BOARD

Chairman.....Edward T. Revel

Vice Chair.....Susan M. Barnsley

Member.....Linda G. Cameron

Member.....Reg V. Eamer

Member.....George W. Lapp

Corporate Secretary.....Irene A. Hamilton

EXECUTIVE OFFICERS

President & Chief Executive Officer.....William E. Emerson

Vice President, Finance.....Al B. Ahoff

Vice President, Licensing.....Irene A. Hamilton

Vice President, Purchasing .....Don V. Lussier

Director, Retail Operations.....Fred J. Johnston

Director, Human Resources.....Roman Zubach

Head Office and Warehouse

1555 Buffalo Place, Fort Garry

Postal Address — P.O. Box 1023, Winnipeg, Manitoba R3C 2X1

THE LIQUOR CONTROL COMMISSION ANNUAL REPORT

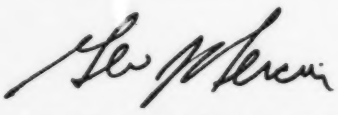
LETTER OF TRANSMITTAL

The Honourable James C. McCrae,
Minister of Justice, Province of Manitoba,
Legislative Building,
Winnipeg, Manitoba
R3C 0V8

Dear Sir:

I have the honour to transmit herewith the Sixty-Sixth Annual Report of The Liquor Control Commission, covering the fiscal year ended March 31, 1989.

Respectfully submitted,



G.W.J. (Gerry) Mercier, Q.C.
Chairman

June 20, 1989

THE LIQUOR CONTROL COMMISSION ANNUAL REPORT

Mr. G.W.J. (Gerry) Mercier, Q.C.,
Chairman,
The Liquor Control Commission,
1555 Buffalo Place,
Winnipeg, Manitoba

Dear Sir:

I am pleased to provide the sixty-sixth annual report of the Liquor Control Commission covering the fiscal year ended March 31, 1989.

During the year, sales through Commission retail stores and to liquor vendors and licensees amounted to $367,140,302, an increase of .6% over the previous year. Sales to licensees increased 3.0% while sales to the public through liquor stores and liquor vendors decreased 1.9%. After inclusion of other income and deduction of operating and other expenses, net profit paid to the Minister of Finance decreased by .8% from $151,451,607 to $150,201,638 in fiscal 1989.

The long-term trend of declining spirits sales volume continued with a drop of 6.0% compared with the previous year. Wine volume (including coolers and ciders) was down 7.5%; and beer volume declined by 1.6%.

As a corollary the per capita sales of absolute alcohol declined 4.3% to 6.6 litres from 6.9 litres. Since fiscal 1985 per capita sales of absolute alcohol have declined in Manitoba by 15.4% from 7.8 litres to 6.6.

The declining sale of beverage alcohol is a national phenomenon across Canada. For the last seven years, spirits have been declining sharply, beer has remained virtually constant, and wine sales have begun to decline more recently.

It is generally felt that three significant circumstances are responsible for the decline in volume sales of beverage alcohol. A health-based change in lifestyle, high prices and initiatives against drinking and driving have all played major roles in discouraging consumption.

This year's gross profit decline of $861,528 from the preceding year, even though only 0.5%, dramatically highlights the spectre of diminishing returns.

As Chairman of the national Quality Assurance Committee I was pleased to see the Canadian Association of Liquor Jurisdictions approve three informative quality assurance brochures for distribution in retail liquor stores.

Retail prices were relatively stable during the year. This was due largely to the Commission lowering its markups on domestic spirits and domestic wine on August 1, 1988.

A new minimum markup structure was implemented January 2, 1989 which complies with the GATT and the FTA.

In October, 1988 the College Heights Liquor Store in Winnipeg was relocated north to Pembina & Southwood and a new store opened to serve the Fort Richmond and St. Norbert area.

A new three-year collective agreement was signed with the Manitoba Government Employees Association on April 22, 1988.

During the year, 13 Commission employees retired. The valuable contribution made by all Commission employees throughout the year is gratefully acknowledged.

The Commission also wishes to acknowledge the valuable assistance of the R.C.M.P., the Cities of Winnipeg and Brandon police and all rural police forces and departments of Government in ensuring compliance with *The Liquor Control Act*, Regulations and Commission policies.

Operational highlights, the Auditor's Report, and the Commission's audited financial statements for the year with appropriate comparisons are provided in the balance of this report.

Respectfully submitted,

Wm. E. Emerson,
President &
Chief Executive Officer
June 20, 1989

HUMAN RESOURCES

The number of members of the Board of Commissioners, the Licensing Board and permanent employees of the Commission at March 31, 1989, compared with 1988 were as follows:

	1988	1989
Members of the Board of Commissioners	5	5
Members of the Licensing Board	5	5
Executive Officers	6	6
Head Office	111	112
Distribution Centre & Order Office	45	44
Maintenance and Carpentry	14	13
Liquor Stores	218	218
	404	403

Retirement and Long Service

During the fiscal year, 13 employees retired and presentations were made in recognition of many years of valued service at the annual Retirement Dinner. Presentations were also made to employees who received long service awards.

Training and Development

During the fiscal year, the Human Resources Division through its Training Officer, provided 112 course offerings for 1,049 participants. These training courses covered a spectrum of topics which encompassed all levels from senior managers to store clerks. The emphasis was on improving customer service.

Employee Relations

On October 1, 1988, the first phase of the Commission's Pay Equity Program was implemented. Adjustments were made to 66 employees in 14 classifications.

Effective October 3, 1988, the Commission restricted smoking in Commission buildings to designated areas.

As part of the Affirmative Action plan, an outreach program was developed and implemented in January 1989 to solicit designated minority candidate responses to externally advertised positions.

On April 22, 1988, a new three-year collective agreement was signed with the MGEA.

RETAIL OPERATIONS

Sales Results

In fiscal 1989, total sales of all types of liquor to the public and licensees rose .6% from $364,987,076 to $367,140,302. Within this total, sales to licensees increased 3.0% from $183,000,204 to $188,556,872. Sales through Commission liquor stores and privately owned and operated liquor vendors, decreased 1.9%, from $181,986,872 in fiscal 1988, to $178,583,430.

Liquor Stores

At year end, there were 50 Commission liquor stores (Appendix I), 48 self-serve

and 2 over-the-counter stores. Dollar sales through these stores totalled $148,145,427, a 2.2% decrease from the previous year.

Liquor Vendors

At March 31, 1989, there were 171 liquor vendors authorized to sell liquor at retail in rural Manitoba (Appendix II). Sales by this group accounted for 8.3% of Commission liquor sales in fiscal 1989. Liquor vendor sales amounted to $33,025,646, a 0.3% decline from fiscal 1988. They earned discounts of $2,587,643 averaging 7.8% in aggregate on sales of spirits, wine, coolers, ciders and imported beer.

During the year, no new liquor vendors opened, 2 were re-opened, 10 changed ownership and 6 closed. Five liquor vendors converted to self-serve, bringing the total number of self-serve liquor vendors to 94 (55%).

Commission service to liquor vendors was improved with the addition of a third Area Manager. This provided more developmental contact with individual liquor vendors.

Store Development

The Liquor Mart located in Winnipeg's College Heights Shopping Centre at 1737 Pembina Highway relocated in October 1988 to a new 6,500 square foot store at 1235 Pembina Highway at Southwood. Also in October, a new Liquor Mart was opened in the Richmond West Shopping Plaza at 2855 Pembina Highway to better serve the Fort Richmond and St. Norbert areas of the City. This new 7,200 square foot store includes a Wine Corner containing an assortment of fine wines.

The Morris, Manitoba Liquor Mart was renovated and converted to self-serve in March 1989 offering a wider product assortment in a bright new atmosphere.

Merchandising

A significant event during fiscal 1989, was the three week "Wines of Australia" Festival presented in May in all Liquor Marts and several Liquor Vendors. The annual "Festival of Canadian Wines" was held in October for a seventh consecutive year.

An innovative and popular service introduced in a number of stores, was the "wine chiller". This device enables a customer to have their purchase chilled in a brief period at no charge.

Several stores installed attractive "mini-boutiques" offering an assortment of premium wines from the Fine Wines Boutique at Grant Park Plaza.

PURCHASING

Sales

In fiscal 1989, spirits volume declined 6.0%; wine volume (including coolers and ciders) was down 7.5% while beer declined 1.6%.

White wine sales volume declined 7.8% and red wine decreased 10.1%; champagne and sparkling wine sales were off 16.7% while fortified wines declined 10.8%. Spirit-based coolers grew 30.5% in volume while wine-based coolers, and ciders declined 8.3%.

Volume declines are reflective of social and economic changes which together have led to more moderate alcohol consumption. Socially, today's lifestyle is more health conscious with over-indulgence and drinking and driving less socially acceptable every year. Economically, high prices

and the drought of 1988 have lowered volumes, while increasing the attractiveness of smuggled alcohol.

Prices to Consumers

During the fiscal year, prices increased approximately 1% (15¢ per 750 ml) on spirits, 5% (60¢ per dozen) on beer and 3% (5¢ per 341 ml) on coolers. Canadian wine prices on the other hand declined approximately 3% (15¢ per 750 ml) over the same period.

The minimal price increases were largely due to the fact that on August 1, 1988 the Commission lowered its markup on domestic spirits by 4% and on domestic wine by 3%. As well, a new minimum markup structure, designed to provide fair and equitable treatment to suppliers and compatible with the Free Trade Agreement and the GATT, was implemented January 2, 1989. This resulted in a decrease in price on a number of imported spirits and liqueurs and domestic and imported fortified wines, as well as most mid- and high-priced imported table wines.

During the year, one public price list, four licensee trade price lists and an Affordable Wine Book were published. The public price list was enhanced and for the first time featured a four-page wine article. Additionally, continuing to support tourism in Manitoba, the price list cover featured the Gull Harbour Resort located on Hecla Island.

Distribution and Inventory

Mirroring the decrease in sales, throughput for the Distribution Centre was down 9% to just over 3 million cases. Average inventory was also reduced 9% to approximately 225,000 cases.

In May 1988, a major upgrade of the Distribution Centre storage racking and repack area commenced. Important modifications significantly contributed to the efficient storage of stock and assembly of orders. Similiarly, the bottle pick area underwent extensive changes which increased its storage and handling capacity 67% from approximately 30,000 units to 50,000 units.

Manitoba joined the Canadian Pallet Council during the year. This includes a new pallet system to be adopted by all suppliers and distributors of wines and spirits in Canada, and most liquor jurisdictions. Employee safety will be enhanced while reducing damage and increasing handling efficiency.

In January 1989, the Commission implemented the first telephone order placement system in a Canadian liquor jurisdiction. This Touchtone Order Placement System (TOPS) provides 24-hour, 7-day order acceptance service for licensees and liquor vendors at no additional cost. It is expected to reduce customers' long distance costs, while increasing order accuracy and security. The system also provides out-of-stock information, total order value and account balance; information not previously available.

Quality Control

Quality control testing costs were reduced from $273,537 to $164,929 in fiscal 1989. This reduction resulted from sharing test results for a large number of products with the testing laboratory of the Liquor Control Board of Ontario, a program which will continue in future years.

The National Quality Assurance Committee developed three quality assurance brochures, entitled "A Guide to Wine", "A Guide to Spirits" and "A Guide to Beer". The brochures contain product information, as well as information on health issues, the regulatory control of beverage alcohol in Canada and beverage alcohol consumption. Over 300,000 brochures will be distributed through most Canadian liquor stores in the summer of 1989.

Products

During the year, there was a net increase in the number of items listed (up 27 to 1,757) with additions occurring mainly in coolers and beers.

	1988	1989
Spirits	584	599
Wines	549	550
Coolers & Ciders	36	51
Beers	93	111
Specialty Wines	468	446
Total	1,730	1,757

These changes reflect shifting consumer preference, a significant topic at Teamwork '88, a Manitoba seminar conducted by the Commission to discuss matters of mutual interest to the beverage alcohol industry and the Commission. Ninety supplier representatives attended.

As part of a continuing effort to appropriately market wines in the province, a number of 1985 Bordeaux "futures" went on sale in December 1988. This initiative was enthusiastically received by consumers. In essence it provided world-class wines at savings of up to 50% compared to the market value in other parts of Canada.

During the year, four wine information articles were produced and sent to rural newspapers in Manitoba. These articles were published in 13 newspapers, assisting the wine appreciation and knowledge of rural customers. Three Wine Servers Training Seminars for licensees were held during the year, covering 41 licensed establishments with 59 participants graduating. As well, the 3rd Annual International Wine Festival was held in April 1988. One hundred and thirteen products were sampled by more than 1,600 people at the two-day event.

Members of the Commission's Internal Wine Panel underwent two sensory evaluation training courses conducted by Dr. Ron Jackson of Brandon University. This group held 10 tasting sessions covering 221 wines over the year.

Additionally, two basic wine courses were held for 22 employees, bringing the number of employee graduates to 122.

The Commission's External Wine Panel conducted 11 wine tastings during the year, covering 219 wines.

LICENSING

During fiscal 1989, all new licences were issued using the new, streamlined classification system.

In October 1988, *The Liquor Control Act* was re-enacted in French and English.

A Marketing Representatives' Manual was developed and distributed at Teamwork '88. This manual includes all Commission policies and procedures applicable to marketing representatives.

In September 1988, a pamphlet entitled "Occasional Permits - What You Need to Know" was distributed to the public through liquor stores and liquor vendors. This pamphlet, printed in both official languages, provides a convenient source of information on occasional permits and rules and the responsibilities of permittees.

The division continued to be actively involved in the Manitoba Safe Grad Co-Ordinating Committee, with two members of the committee being from the division. During the year, this committee assumed responsibility for the Teens Against Drinking & Driving Program (T.A.D.D.).

The number of occasional permits issued in this fiscal year declined 5.7% to 23,639

from 25,079. This decline reflects increased control over occasional permits as a result of the requirement that organizations eligible for occasional permits be registered with the Commission. It also reflects the change in social attitudes towards drinking and driving.

In January 1989, the first of a series of province-wide occasional permit public seminars was held to discuss the rules and responsibilities of occasional permittees and hall owners. The first meeting was held in Beausejour, with a second held in February in Carman. The series will continue in the next fiscal year.

The inspection of occasional permit functions was expanded with the hiring of three additional auxiliary inspectors. These people perform inspections in Winnipeg, west to Portage la Prairie and north to Selkirk.

A video tape presentation was prepared including two programs, entitled "One Too Many: Recognizing the Signs of Intoxication" and "Are They 18 or Over: Checking ID". This presentation is used by inspectors at licensed premises and other locations throughout Manitoba.

AMENDMENTS TO THE LIQUOR CONTROL ACT

On November 16, 1988, an Act to amend *The Liquor Control Act* was passed and it is now unlawful for any person in any licensed premises to be in possession of a knife (other than a knife provided by the licensee as part of the food service), or a weapon.

On December 20, 1988, an Act to amend *The Liquor Control Act* was passed, including the following changes:

- The restriction against beer and wine advertising between the hours of 7:00 a.m. and 10:00 p.m. was deleted.
- Every notice of an application for licence advertised shall indicate the type of licence being applied for; the business and corporate names of the applicant; the address of the premises to which the proposed licence will apply; and hours during which liquor may be served under the proposed licence.
- An objector to an application for licence which has been granted now has the right to appeal the decision.
- A licensee has the right to demand proof of age, with a photo on it, either before or after service, and to demand that the person leave the premises if the person fails to furnish the required proof of age. Failure to leave is an offence and the person may be ejected from the licensed premises.

REGULATIONS

Manitoba Regulation 422/88, Stomach Bitters Regulation, was filed October 21, 1988, and allows the sale of stomach bitters, in bottles of 4 oz. or less, only in a pharmacy and under the supervision of a licensed pharmacist.

Manitoba Regulation 36/89, Liquor Licensing Regulation, was filed on February 8, 1989, including the following:

- All section numbers are amended to reflect the new Act.
- The requirement that the area used for a dance floor be deducted from the capacity of the room, is deleted.
- A provision requiring that off-premise beer be sold at the price set by the Commission is included.
- A provision to prohibit a licensee from adulterating or diluting liquor is included.

- A provision to prevent a licensee from reducing the on-premise price of one domestic brewery's beer without reducing the price of beer from the others, without the prior approval of the Commission, is included.

- A provision to restrict a manager who is responsible for the operation of the licensed premises from consuming liquor while on duty is included.

- The authorized area for games in licensed premises is increased from 20% to 30% of the area of the licensed premises.

- A provision to allow events shown on closed circuit television to qualify as spectator sports events under a Spectators Activities Licence is included.

Manitoba Regulation 37/89, Liquor Control (Miscellaneous) Regulation, was filed on February 8, 1989, including the following:

- The section numbers are amended to reflect the new Act.

- A manufacturer's employee or agent may provide complimentary service of liquor in a liquor store or liquor vendor for consumption therein, subject to prior written approval of the Commission.

LICENSING BOARD

During fiscal 1989, the Licensing Board held thirteen regular public meetings and one annual public meeting.

Licence applications considered by the Board during the year included:

- 61 applications related to conversion to other types of licences and to the extension of licensed areas;

- 131 applications related to premises not previously licensed;

- 85 applications related to the purchase of existing hotels or restaurants;

- 29 applications dealt with changes in ownership of shares of a corporation operating licensed premises.

Also considered were:

- 15 applications related to obtaining an additional licence;

- 36 applications related to various miscellaneous licensing matters.

Licences

Licence changes during the year are listed below as at March 31st:

Former Licence	New Licence	No. in Effect 1988	Issued New	Not Renewed or Terminated	No. in Effect 1989
Hotel Registration	Hotel Registration	332	6*	9	329
Beer Vendor	Retail - Beer Vendor	304	6	9	301
Brewer's Retail	- Brewer's Retail	2	Nil	Nil	2
Sacramental Wine Vendor	- Sacramental Wine	5	1	Nil	6
Beverage Room Beer Parlour	Beverage Room	300	7	10	297
Dining Room Liquor Restaurant Beer and Wine Restaurant Wine	Dining Room	930	90	109	911
	Transportation **	—	13	—	13
Cocktail Room	Cocktail Lounge	292	31	34	289
Cabaret	Cabaret	20	5	5	20
Special Events	Spectator Activities	15	2	Nil	17
Club Beer Club Dining Room Club Cocktail Room Club Beverage Room	Private Club	195	6	6	195
Military Canteen	Military Canteen	49	Nil	2	47
Hunting or Fishing Lodge Sports Facility	Sports Facility **	14	21	1	34
Brewer Distiller Winery	Manufacturer's	52	2	Nil	54
Totals		2,510	190	185	2,515

* One new hotel was constructed and five hotels were re-opened.

** Licensees holding transportation or sports facility licences formerly held dining room or dining room/cocktail lounge licences.

Number of Establishments Licensed for On-Premise Consumption as at March 31, 1989:
(these figures result from the net of new openings and closings)

	1988	1989
*Hotels	331	328
Private Clubs	191	195
Military Canteens	49	47
*Restaurants	573	568
Cabarets	14	16
Transportation Companies	11	13
Nursing Homes	18	19
*Spectator Activities	15	17
Sports Facilities	14	34
	1,216	1,237

*May hold more than one class of licence.

Administration of Occasional Permits

Occasional permits were issued as follows this year compared with last:

	1988	1989
Occasional permits (non-sale of liquor)	7,695	7,538
Occasional permits (sale of liquor)	17,384	16,101
	25,079	23,639
Occasional permits - Winnipeg	13,379 (53%)	12,040 (51%)
Occasional permits - balance of Province	11,700 (47%)	11,599 (49%)
	25,079	23,639
Application for occasional permits withdrawn	458	671
Application for occasional permits disapproved	63	44

Disciplinary Action

The Licensing Board held 35 disciplinary hearings under *The Liquor Control Act*.

The Board of Commissioners held 10 appeal hearings during the year.

Overall, disciplinary action in this fiscal year, compared with 1988 is:

Licensees

	1988	1989
Warning Letters	11	42
Disciplinary Hearings	22	35
Appeal Hearings	9	10
Suspensions	21	25
Total Days Suspended	88	50
Other Action:		
- One Hour Reduction of Licence for One Day	0	1
- Licensee Found Not Fit to Continue to Hold Licences	1	0

Permittees

Suspension of Privileges	25	31
Warnings	28	14

Hall Owners

Suspension of Privileges	15	12
Warnings	27	14

Licensed Food & Beverage Establishments

In fiscal 1989, investment in new hotels and restaurants was $9.7 million compared with approximately $19.9 million in the year preceding.

Hotels

Over the past five years, 14 new hotels (5 replacing existing hotels), have been constructed in the province at a total investment of $44.8 million.

Approximately $25.0 million has also been spent on refurbishing existing licensed hotels. There were 329 hotels in the province at the end of the fiscal year. The growth in additional services and accommodation over the past five years is as follows:

Fiscal Year	No. of New Hotels	No. of New Guest Rooms	No. of New Banquet Rooms	No. of New Licensed Dining Areas	No. of New Cocktail Lounges	No. of New Beverage Rooms	Total Investment Construction & Furnishings ($000)
1985	5	55	Nil	5 (345)	1 (47)	4 (598)	2,900
1986	4	322	9 (661)	4 (418)	3 (208)	1 (69)	30,100
1987	2	63	1 (112)	2 (214)	2 (89)	Nil	900
1988	2	57	2 (444)	2 (436)	Nil	2 (388)	10,390
1989	1	5	Nil	1 (37)	Nil	1 (60)	500

Figures in parentheses ( ) show total seating capacities.

Restaurants and Cabarets

During the past five years, $44.5 million was invested in 317 new restaurants, cocktail lounges and 13 new cabarets. In addition, $10.2 million was invested in refurbishing licensed restaurants.

There were 568 licensed restaurants and 20 cabarets (16 not associated with hotels) in the province at the end of the fiscal year.

Additional licensed establishments and services have been provided each year as follows:

Fiscal Year	No. of New Restaurants	No. of New Cocktail Lounges	No. of New Cabarets	Total Investment Construction & Furnishings ($000)
1985	73 (5,269)	18	3 (905)	5,700
1986	69 (5,095)	19	3 (678)	7,600
1987	65 (5,549)	14	2 (480)	12,500
1988	61 (5,371)	8	2 (649)	9,500
1989	48 (4,504)	11	3 (791)	9,200

Figures in parentheses ( ) show total seating capacities.

Note: - Cocktail Lounge Licences are issued only for restaurants that hold a Dining Room Licence.

Sale of Food and Liquor in Licensed Dining Rooms, Cocktail Lounges & Cabarets

The aggregate provincial sales for fiscal 1989 from food and liquor sold by the 987 licensed establishments required to provide dining facilities and maintain an appropriate food to liquor ratio, was $320,858,000. Of this total, $244,602,000 (76.2%) was attributed to the sale of food and $76,256,000 (23.8%) to the sale of liquor.

Details of the food to liquor ratio for the past five years are as follows:

Fiscal Year	Number of Establishments	Food ($000)	%	Liquor ($000)	%	Total ($000)
1985	826	193,641	74.6	66,048	25.4	259,689
1986	874	209,383	74.5	71,490	25.5	280,873
1987	920	231,283	74.8	78,108	25.2	309,391
1988	968	239,015	75.6	77,161	24.4	316,176
1989	987	244,602	76.2	76,256	23.8	320,858

Note: Most establishments have more than one class of licence.

Inspections/Investigations
The current and prior fiscal year's inspections and investigations are as follows:

TYPE OF INSPECTION		1988	1989
Occasional Permit Functions		3,875	3,375
Banquet Halls		208	192
Former Licence	**New Licence**		
Hotel Registration	Hotel Registration	1,829	1,359
Beer Vendor	Retail - Beer Vendor	4,696	4,796
Brewer's Retail	- Brewer's Retail	Nil	Nil
Sacramental Wine Vendor	- Sacramental Wine	5	4
Beverage Room Beer Parlour	Beverage Room	4,880	4,981
Dining Room Liquor Restaurant Beer & Wine Restaurant Wine	Dining Room	7,633	7,500
	Transportation *		16
Cocktail Room	Cocktail Lounge	3,030	2,829
Cabaret	Cabaret	419	334
Special Events	Spectator Activities	99	95
Club Beer Club Beverage Room Club Dining Room Club Cocktail Room	Private Club	1,120	998
Hunting or Fishing Lodge	Sports Facility *	9	66
		27,803	26,545

* Licensees holding transportation or sports facility licences formerly held dining room or dining room/cocktail lounge licences.

TYPE OF INVESTIGATION	1988	1989
** Occasional Permits (Prior to Issue)	1,628	1,594
Final Inspections for New Licences and Extension of Existing Licences	460	581
General Investigations and Complaints	902	1,077
	2,990	3,252

** Investigations resulted in 44 applications being cancelled or withdrawn as applicants did not comply with specific Sections of *The Liquor Control Act*, its regulations and Commission policies.

Prosecutions Under *The Liquor Control Act*

Prosecutions in Manitoba by the Attorney-General's Department under *The Liquor Control Act* for the fiscal years 1985 - 1989 are as follows:

Convictions and total fines imposed:

	1985	1986	1987	1988	1989
Number	8,590	8,352	7,303	7,096	5,803
Amount	$575,559	$582,629	$505,598	$497,751	$415,039

The number of convictions for Informations sworn by City of Winnipeg Police was 889 resulting in fines totalling $52,134

The number of convictions for Informations sworn by the R.C.M.P. and rural Police was 4,870 resulting in fines totalling $362,905

Number of persons convicted in Manitoba:

	1985	1986	1987	1988	1989
Sentenced to jail without option of a fine	19	15	15	15	7
Given suspended sentence	1	-	-	-	1
Placed on probation	3	1	-	5	1
Reprimand	68	48	32	23	27
Other	21	7	46	192	191*

(*182 were fine option totalling an additional $19,473 in fines)

The above data was compiled from offence notice reports received from the Royal Canadian Mounted Police, the City of Winnipeg Police and rural Police.

A.L.E.R.T. Programs

The following data was compiled by and received from the City of Winnipeg Police and Royal Canadian Mounted Police:

City of Winnipeg Police:

	1987	1988
Vehicles stopped	13,564	10,170
Drivers tested	924	951
Drivers suspended for 6 or 12 hours	284	321
*Drivers charged with impaired driving (over .08%)	141	125
Drivers refused breathalyzer	17	11

The A.L.E.R.T. program was held between November 26, 1988 and January 6, 1989.

Royal Canadian Mounted Police:

	1987	1988
Drivers suspended 6 and/or 12 hours	3,482	3,216
*Drivers charged with impaired driving (over .08%)	3,051	2,695
Drivers refused breathalyzer	319	284
Drivers refused breathalyzer as a result of A.L.E.R.T. program	70	52

* Drivers charged with impaired driving were not necessarily charged as a result of the A.L.E.R.T. program testing.

INTERNAL AUDIT

Internal Audit

Internal Audit continued to independently review and appraise Commission operations for the purpose of advising management as to the economy, efficiency and effectiveness of management policies, practices and controls. Required improvements were identified. A revised Internal Audit Mandate was prepared and is in place for the upcoming year.

During the year, 27 full audits, 3 operation reviews and 19 special inventory and cash counts were performed.

In compliance with the department's four-year and annual resource plans, several Head Office audits were conducted including year-end inventory and cash verification. As well, a number of special projects were completed.

During the year, additional microcomputer hardware and software were purchased to further assist and enhance the audit function.

Security

Security concerns over public and employee safety and the safeguarding of Commission assets were significantly addressed during the year.

The implementation of an incident reporting process, distribution of a security newsletter and new shoplifting alert bulletins, and the preparation of a new security manual strengthened security communication and awareness.

Physical security reports were issued for 22 store locations.

A total of 260 Commission employees attended Commission security seminars with participation by the Winnipeg Police Department and the Winnipeg Fire Department. As well, a security presentation was given at the annual Store Managers' Conference with participation by the R.C.M.P.

During the year, the Security Committee was actively involved in special investigations, loss prevention, incident reports, and the upgrading of store security. A comprehensive Head Office/Distribution Centre Security System was developed for implementation in 1989 and 1990.

FINANCE

Financial Information: Fiscal 1989

In fiscal 1989, liquor sales increased by $2,153,226 (.6%) while gross profit decreased by $861,528 (.5%). Income from licence fees and other sources increased by $1,142,502 (18.2%) mainly due to the annualization of the occasional permit additional fee collected on sale permits which became effective August 1, 1987 and the new licence fee structure which became effective on April 1, 1988. General and administrative expenses increased by $955,171 (4.2%) and fixed assets charged to operations increased by $575,772 (87.5%).

The resulting net profit decreased by $1,249,969 (.8%) to $150,201,638 which was paid over to the province's Revenue Division of the Consolidated Fund. In addition to the net profit, the Commission also remitted Manitoba Retail Sales Tax of $21,082,763 to the Province of Manitoba.

Included in the cost of goods sold is $43,792,527 paid to the Government of Canada as Customs and Excise Taxes and Duties and Sales Tax in respect of spirits, wine, imported beer, coolers and ciders.

Excise Duty and Sales Tax on domestic beer are paid by the breweries directly to the Government of Canada.

A point-of-sale computerized cash register system was approved by the Board of Commissioners. Equipment will be tested and installed in stores over the next four years.

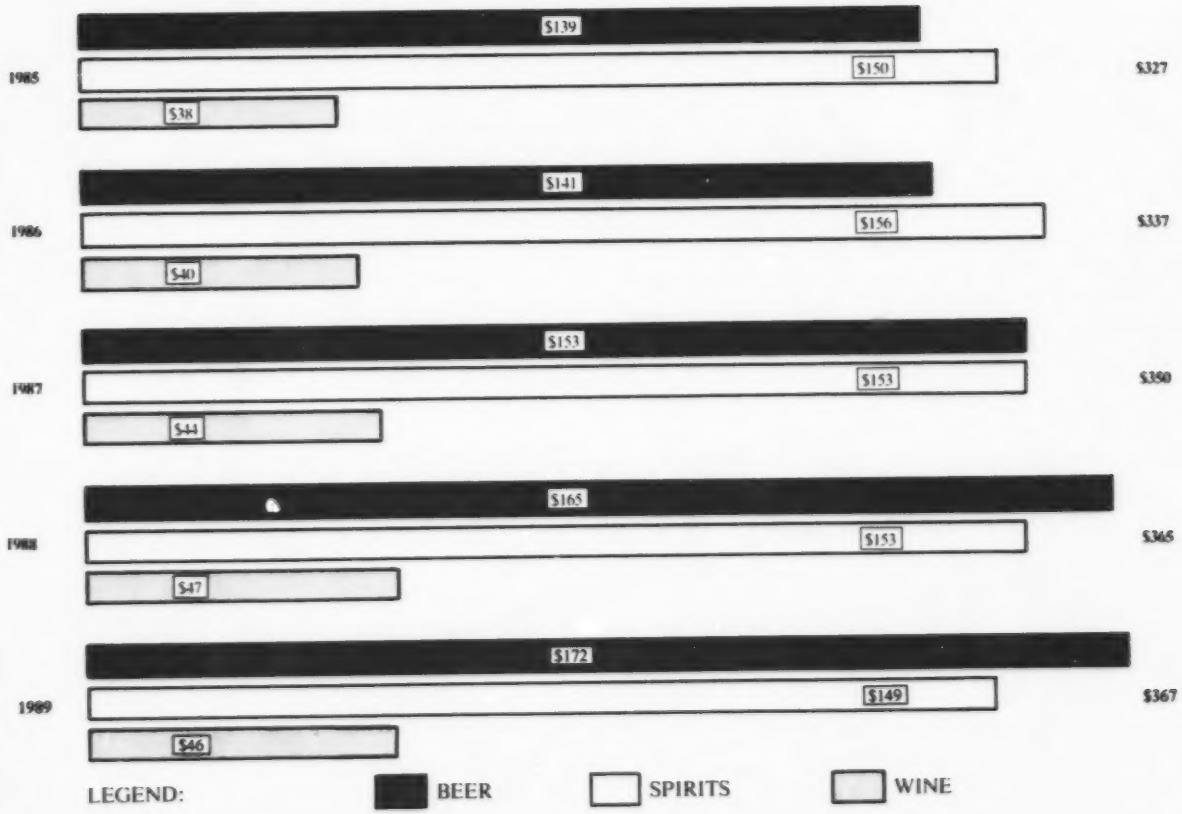
Profit and Expense Ratios in Fiscal Years Ended March 31 ($000's)

	1985	1986	1987	1988	1989
Sales	$326,817	$337,371	$349,878	$364,987	$367,140
Gross Profit	149,692	155,353	159,562	168,642	167,780
Net Profit	135,972	139,424	141,862	151,451	150,202
General and Administrative Expenses	20,206	20,921	21,790	22,817	23,772
Fixed Assets Charged to Operations	952	761	765	658	1,233
Gross Profit as % of Sales	45.80%	46.05%	45.61%	46.20%	45.70%
Net Profit as % of Sales	41.60%	41.33%	40.55%	41.49%	40.91%
General and Administrative Expenses as % of Sales	6.18%	6.20%	6.23%	6.25%	6.47%
Fixed Assets Charged to Operations as % of Sales	.29%	.23%	.22%	.18%	.34%

Note: Domestic beer container deposits are reflected through balance sheet accounts and are not included in sales.

SALES VALUE OF LIQUOR SOLD IN MANITOBA

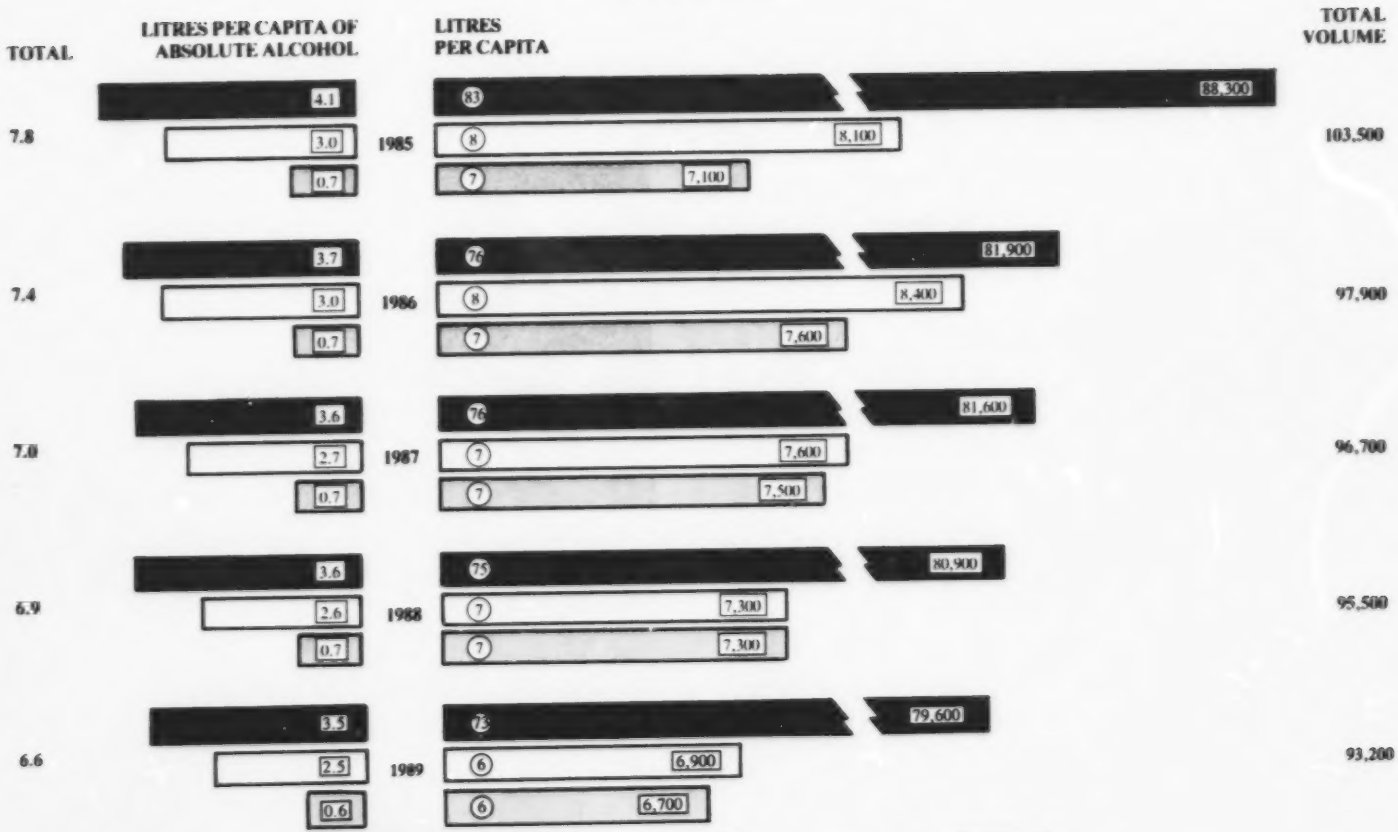
(in millions)



Note:
- Manitoba Retail Sales Tax collected by the Commission is not included above. During fiscal 1989, the Commission remitted $21 (1988 - $21) to the Province of Manitoba.
- Cooler and Cider sales are included in Wine sales.

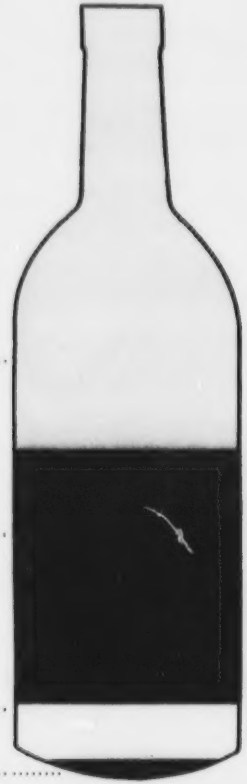
VOLUME OF LIQUOR SOLD IN MANITOBA

(000's of Litres)



Note:
- The Manitoba population of 1,083,800 for fiscal 1989 was based on Statistics Canada's preliminary estimate of October 1, 1988.
- Cooler and Cider sales are included in Wine sales volumes.

SOURCES OF REVENUE



*Liquor Sales to Licensees
50.3% (1988-49.3%)

Liquor Sales Through Stores
39.6% (1988-40.8%)

Liquor Sales to Liquor Vendors
8.1% (1988-8.2%)

Fees and Other Revenue
2.0% (1988-1.7%)

*Liquor includes beer, wine, spirits, coolers and ciders.

DISTRIBUTION OF REVENUE

Suppliers and Freight
41.5% (1988-40.7%)

Province of Manitoba
40.1% (1988-40.8%)

Government of Canada Customs, Excise and Federal Sales Tax
11.7% (1988-12.2%)

General, Administrative and Fixed Asset Expenses
6.7% (1988-6.3%)

Manitoba

THE LIQUOR CONTROL COMMISSION
REPORT OF THE PROVINCIAL AUDITOR'S OFFICE

We have examined the balance sheet of The Liquor Control Comission as at March 31, 1989 and the statements of income and cash flow and the schedule of sales, cost of sales and gross profit for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements present fairly the financial position of the Commission as at March 31, 1989 and the results of its operations and its cash flow for the year then ended in accordance with accounting principles as disclosed in note 2 applied on a basis consistent with that of the preceding year.

F. H. Jackson, CA
Provincial Auditor

May 30, 1989
Winnipeg, Manitoba

GOVERNMENT OF THE PROVINCE OF MANITOBA
THE LIQUOR CONTROL COMMISSION

STATEMENT OF INCOME
FOR THE YEAR ENDED MARCH 31, 1989
($000's)

	1989	1988
Sales:		
Stores and liquor vendors (Note 4)	$178,583	$181,987
Licensees	188,557	183,000
	367,140	364,987
Cost of Sales:		
Stores, liquor vendors, licensees	199,360	196,345
	167,780	168,642
Gross profit	7,427	6,284
Other income (Note 5)	175,207	174,926
General and Administrative Expenses (Note 6)	23,772	22,817
Operating profit before fixed assets charged to operations	151,435	152,109
Fixed assets charged to operations (Notes 2 and 7)	1,233	658
Net profit paid or payable to the Province of Manitoba	$150,202	$151,451

GOVERNMENT OF THE PROVINCE OF MANITOBA
THE LIQUOR CONTROL COMMISSION

BALANCE SHEET
AS AT MARCH 31, 1989
($000's)

ASSETS

	1989	1988
Current Assets:		
Cash on hand and in banks	$ 1,432	$ 2,115
Accounts receivable - claims and other	400	258
Inventory (Note 3)	13,828	14,964
Prepaid expenses and supplies	337	349
	$15,997	$17,686

LIABILITIES

Current Liabilities:		
Net profit payable to the Province of Manitoba	$ 1,902	$ 5,352
Accounts payable - trade and other	7,605	5,856
Manitoba Retail Sales Tax payable	1,567	1,572
Deferred licence fees	423	406
	11,497	13,186
Non-interest bearing working capital advance provided by the Province of Manitoba	4,500	4,500
	$15,997	$17,686

APPROVED ON BEHALF OF THE COMMISSION:

Chairman

President and
Chief Executive Officer

Vice-President,
Finance

GOVERNMENT OF THE PROVINCE OF MANITOBA
THE LIQUOR CONTROL COMMISSION

SCHEDULE OF SALES, COST OF SALES AND GROSS PROFIT
FOR THE YEAR ENDED MARCH 31, 1989
($000's)

	Spirits	Wine	Coolers/ Ciders	Beer	Total
Sales:					
Stores and liquor vendors	$125,516	$33,052	$4,623	$ 15,392	$178,583
Licensees	23,318	7,649	876	156,714	188,557
Total Sales for 1989	$148,834	$40,701	$5,499	$172,106	$367,140
Total Sales for 1988	$152,684	$42,455	$4,878	$164,970	$364,987
Cost of Sales:					
Total Cost of Sales for 1989	$ 64,779	$18,431	$3,042	$113,108	$199,360
Total Cost of Sales for 1988	$ 65,894	$20,000	$2,683	$107,768	$196,345
Gross Profit for 1989	$ 84,055	$22,270	$2,457	$ 58,998	$167,780
Gross Profit for 1988	$ 86,790	$22,455	$2,195	$ 57,202	$168,642
Gross Profit as a Percentage of Sales for 1989	56.5	54.7	44.7	34.3	45.7
Gross Profit as a Percentage of Sales for 1988	56.8	52.9	45.0	34.7	46.2

GOVERNMENT OF THE PROVINCE OF MANITOBA
THE LIQUOR CONTROL COMMISSION

STATEMENT OF CASH FLOW
FOR THE YEAR ENDED MARCH 31, 1989
($000's)

	1989	1988
Cash Receipts:		
Sales - spirits, wine, coolers/ciders & beer	$367,140	$364,987
Annual and supplementary licence fees and other	7,260	6,489
Manitoba Retail Sales Tax	21,078	21,489
	395,478	392,965
Cash Disbursements:		
Purchases - merchandise, federal duty, excise and sales taxes, etc.	196,873	198,289
General and administrative expenses	23,337	23,308
Fixed assets charged to operations	1,216	672
Manitoba Retail Sales Tax	21,083	21,357
	242,509	243,626
Net cash available for transfer	152,969	149,339
Transfers to Minister of Finance:		
Current year profit	148,300	146,100
Prior year profit	5,352	5,262
	153,652	151,362
Excess of disbursements/transfers over receipts	$ 683	$ 2,023
Represented by increase in cash in bank:		
Cash on hand and in bank April 1	$2,115	$4,138
Less excess of disbursements/transfers over receipts	683	2,023
Cash on hand and in bank March 31	$1,432	$2,115

GOVERNMENT OF THE PROVINCE OF MANITOBA
THE LIQUOR CONTROL COMMISSION

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 1989
($000's)

1. NATURE OF ORGANIZATION

The Manitoba Liquor Control Commission was established in 1923 and obtains its authority for operating from the Liquor Control Act and Manitoba Regulations. The Commission is responsible for the purchase, sale and control of high quality beverage alcohol throughout the province. The Commission functions as an effective retailer of regulated products, always combining business effectiveness with a strong awareness of social responsibility.

2. ACCOUNTING POLICIES

The Commission follows generally accepted accounting principles with the following modifications:

a. Fixed Assets

Fixed assets are charged to operations in the year acquired.

b. Pensions

In accordance with the provisions of the Manitoba Civil Service Superannuation Act, the Commission contributes 50% of the pension disbursements made to retired employees. Such payments are charged to operations as incurred and provision is not made in the accounts to fund current or past service obligations to the Superannuation fund. On the basis of an actuarial report, the unfunded liability for the Commission's employees amounted to $15,572 as at December 31, 1988 (1987 - $14,550).

3. INVENTORY AT COST

	1989	1988
In bond merchandise	$ 7,215	$ 8,123
Duty paid merchandise	6,613	6,841
	$13,828	$14,964

The amount of unpaid Customs, Excise duties and Sales tax on owned merchandise held in bond was approximately $3,598 at March 31, 1989 (1988 - $4,425).

4. SALES - STORES AND LIQUOR VENDORS

	1989	1988
Sales to liquor vendors	$ 33,026	$ 33,160
Discounts	(2,588)	(2,615)
	30,438	30,545
Store sales	148,145	151,442
	$178,583	$181,987

5. OTHER INCOME

	1989	1988
Supplementary licence fees	$3,917	$4,003
Occasional permits additional fees	1,590	924
Border point levies	575	321
Occasional permits	499	433
Annual licence fees and licence application fees	444	270
Miscellaneous	402	333
	$7,427	$6,284

6. GENERAL AND ADMINISTRATIVE EXPENSES

	1989	1988
Salaries and benefits	$14,858	$14,420
Leased premises - rentals (Note 8)	2,140	1,900
Superannuation	1,116	1,085
Delivery charges	987	981
Maintenance and repairs	847	819
Printing, postage and supplies	668	596
Utilities	645	591
Grants in lieu of taxes	493	447
Health and post secondary education tax levy	323	314
Equipment rentals (Note 8)	295	290
Travelling	244	226
Informational programs	220	196
Protective services	183	161
Product analysis	165	274
Miscellaneous	159	136
Public Investment Corporation levy	138	107
Audit, legal & other professional fees	104	111
Staff training	95	71
Board of Commissioners - salaries and expenses	51	50
Licensing Board - salaries and expenses	41	42
	$23,772	$22,817

7. FIXED ASSETS

	1989	1988
Fixed assets charged to operations:		
Leasehold improvements	$ 583	$222
Equipment and furnishings	331	348
Systems development	267	60
Automobiles	52	28
	$1,233	$658

8. LONG-TERM LEASES

a. The Commission leases its head office and 13 other buildings from the Government of the Province of Manitoba for the nominal sum of two dollars effective August 1, 1985, for a period of 99 years.

b. The Commission leases another 38 buildings. Leases have expiry dates ranging from 1989 to 2008.

The future minimum lease payments for each of the next five years are as follows:

Year Ending March 31	
1990	$1,340
1991	1,161
1992	1,081
1993	912
1994	785

c. The Commission leases Hewlett-Packard computer equipment. Leases on the Hewlett-Packard computer equipment have expiry dates ranging from 1989 to 1993.

The future minimum lease payments for each of the years to the expiry of the contracts are as follows:

Year Ending March 31	
1990	$158
1991	35
1992	11
1993	8

9. MANITOBA RETAIL SALES TAX

In addition to the net profit of $150,202, the Commission remitted Manitoba Retail Sales Tax of $21,083 (1988 - $21,357).

10. COMPARATIVE FIGURES

Prior year's comparative figures have been restated to conform to the classifications adopted for the fiscal year ended March 31, 1989.

APPENDIX I
LIQUOR STORES

Of the 50 Commission operated liquor stores, 48 **SELF-SERVE** stores were in operation at the following locations:

21 in the City of Winnipeg

St. James-Assiniboia - Charleswood

Unicity Mall, 3605 Portage Avenue
Portage & Ainslie
Madison Square
Charleswood, 4910 Roblin Boulevard

St. Boniface-St. Vital

Dominion Shopping Centre
St. Vital, 107 Niakwa Road
Dakota Park Plaza

Winnipeg Centre

Hargrave & Ellice
Main & Market
Portage & Burnell

North/West Kildonan

Main & Manitoba
Northgate Shopping Centre
Main & Jefferson
Tyndall Market Mall

Winnipeg South

River & Osborne
*Grant Park Plaza Shopping Centre
Fort Garry, 1235 Pembina Highway
Fort Richmond, 2855 Pembina Highway

East Kildonan

Regent Park Shopping Centre
Northdale Shopping Centre
Eastwinds Shopping Centre

27 outside the City of Winnipeg

Beausejour
*Brandon, 10th & Victoria Avenue
Brandon, Brandon Shoppers Mall
Carman
Churchill
Dauphin
Flin Flon
Gimli
Killarney
Lac du Bonnet
Melita
Minnedosa
Morden
Morris
Neepawa
Pine Falls
Portage La Prairie
Roblin
Russell
St. Pierre-Jolys
Selkirk
Souris
Swan River
The Pas
Thompson
Virden
Winnipegosis

2 CONVENTIONAL stores were in operation in the following rural locations:

Fisher Branch
Rivers

*Contains Fine Wines Boutique

APPENDIX II
171 LIQUOR VENDORS (94 SELF-SERVE)

ALEXANDER.....Klassen's Food Mart Ltd.
ALONSA.....Fashoway Cafe & Confectionery
ALTONA.....Altona Cleaners Ltd.
AMARANTH.....Amaranth Trading Post
ANGUSVILLE.....John's Hardware
ANOLA.....Anola Lucky Dollar
ARBORG.....Arborg Pharmacy
ARGYLE.....Brindley's General Store
ASHERN.....Ashern Pharmacy
AUSTIN.....Jones' Solo Store
BALDUR.....Baldur Variety Store
BELMONT.....Belmont Allied Hardware
BENITO.....Demchuk's Drug Store Ltd.
BINSCARTH.....J & J Grocery & Meats
BIRCH RIVER....Birch River Sporting Goods & Hardware
BIRD RIVER.....Tall Timber Lodge
BIRDS HILL.....Birds Hill Store
BIRTLE.....Birtle Pharmacy
BISSETT.....Bissett Variety Shop (1988)
BOISSEVAIN.....Houston & Son Co. Ltd.
BRUXELLES....Marginet's Grocery & Hardware
CANADIAN FORCES BASE SHILO.....BX Shopping Centre
CAMPERVILLE.....Clarkson's Grocery Corporation
CARBERRY.....Simmans' Groceries Ltd.
CARTWRIGHT.....Cartwright Health Centre
CLANDEBOYE.....Clandeboye Store
CRANBERRY PORTAGE.....Streamer Hardware
CYPRESS RIVER.....Anderson's Solo Store
DELORAINE.....Willy's Men's Apparel
DOMINION CITY.....BJ's Variety Store
DUGALD.....Dugald Convenience Store
ELIE.....Elie Grocery Store
ELKHORN.....Twin Valley Co-Op Ltd.
ELM CREEK.....Rose's Grocery
ELMA.....Lycar Holdings Ltd.
EMERSON..Sawatzky's Payfair - Allied Store Ltd.
ERICKSON.....Mountain Park Pharmacy
ERIKSDALE.....Lucky Dollar Foods
ETHELBERT.....Lucky Dollar Economy Store
•FALCON BEACH.....Falcon Lake Drugs
FANNYSTELLE.....Hamel's General Store
FRASERWOOD.....Welchinski Esso Service
GARSON.....Garson Grocery Ltd.
GILBERT PLAINS....Gilbert Plains Pharmacy
GILLAM.....Chamdon Enterprises Ltd.
GLADSTONE...Boschman's Gladstone Pharmacy
GLENBORO.....Glenboro Pharmacy
GLENELLA.....Preisentanz's General Store
GLENORA.....Glenora Hardware Store
GRAND MARAIS..Grand Marais Village Store
GRAND RAPIDS...Grand Rapids Esso Service
GRANDVIEW.....Grand Plains Home Hardware
GREAT FALLS.....Shindruk's Self Serve
GROSSE ISLE.....L & J Supermart
GYPSUMVILLE.....Gypsumville Supply
HADASHVILLE.....Hadashville General Store
HAMIOTA.....Hamiota Echo Publications Ltd.
HARTNEY.....Hartney Variety Store
HAZELRIDGE.....Hazelridge Foods
HODGSON.....Skibinski's General Store
HOLLAND.....Budz Home Hardware
ILE DES CHENES.....Ile Des Chenes Shopping Centre
INGLIS.....Inglis Locker Plant
INWOOD.....J.O. Olsen & Sons Ltd.
KELWOOD.....Cadle's Solo Store
KENTON.....Kenton Korner
KOMARNO.....Komarno Quality Store
LA BROQUERIE.....Le Bon Ami
LA SALLE.....La Salle General Store
•LAKE METIGOSHE....Holiday Hills Grocery
LANGRUTH.Langruth Trading Co. "Solo Store"
LAURIER.....D & L General Store
LEAF RAPIDS.....Leaf Rapids Pharmacy
LETELLIER.....Gallant's Lucky Dollar
LIBAU.....Libau Trading Post Inc.
LORETTE.....Chez Heather Shop
LUNDAR.....Lundar Pharmacy Ltd.
LYNN LAKE.....Clarke's Pharmacy
MacGREGOR.....MacGregor Lo-Cost (1987)
MAFEKING..... Doan's General Store
MANITOU.....Langseth's Pharmacy Ltd.
MARIAPOLIS.....Pouteau Solo
McAULEY.....Bi-Rite Lucky Dollar
McCREARY.....Reischek's Pharmacy
MEDORA.....Medora Trading Ltd.
MIAMI.....Westaway's Pharmacy
MINIOTA.....Barrett's Store

MINTO.....Community Market
MOOSEHORN.....Moosehorn Supply
NARROWS.....The Narrows General Store
NEWDALE.....Switzer Agencies
NINETTE.....Ninette Shopping Centre
NOTRE DAME DE LOURDES.....Notre Dame Shopping Centre
*NUTIMIK.....Nutimik Lodge
OAK LAKE.....Valleyview Oak Lake Co-Op
OAK RIVER.....M. & L. Variety Store
OAKBANK.....Family Fare
OAKBURN.....Oakburn Tire
OAKVILLE.....Oakville Super Market
ONANOLE.....Onanole Hardware
PIERSON.....Phair's Hardware
PILOT MOUND.....Pilot Mound Lucky Dollar
PINAWA.....Northern Stores Inc.
PINE RIVER.....Semeniuk's Groceteria
PINEY.....BJ's General Store
PIPESTONE.....Ron's Lucky Dollar
PLUMAS.....Plumas Solo Store
POINTE DU BOIS.....Pointe du Bois Supply Co. Ltd.
POPLAR POINT.....Poplar Point General Store
POPLARFIELD.....B & I Food Town
POPLARFIELD.....Poplarfield Groceteria
RAPID CITY.....Waldon Insurance Agencies
RATHWELL.....Rathwell Solo & Hardware
RENNIE.....Rennie Grocery & Hardware
RESTON.....Reston Drugs
RICHER.....Laurin Centre
RIDGEVILLE.....Ridgeville Co-operative Community Club
RIVERTON.....Thorarinson's General Store
ROLAND.....Roland Foods Ltd.
RORKETON.....Pulak's General Store
ROSSBURN.....L.P.K. Enterprises
ST. ADOLPHE.....Village Groceries & Meats
ST. AMBROISE.....St. Ambroise General Store
ST. CLAUDE.....St. Claude Florist & Photo
ST. EUSTACHE.....Allard R & L Store
ST. FRANCOIS XAVIER...Na's Food Mart
ST. JEAN BAPTISTE.Bolduc's Variety Foods
ST. LAURENT.....Chartrand's Grocery
ST. LAZARE.....J.C. & O.J. Ltée.
ST. MALO.....St. Malo Co-operative Ltd.
STE. AGATHE.....Joe's Meats & Groceries
STE. ANNE.....Ste. Anne Sundries
STE. ROSE DU LAC.Ste. Rose Variety Shop
SANDY LAKE.....Sandy Lake Hardware
SANFORD...Sanford Lumber & Building Supplies
SARTO.....Sarto General Store
SEVEN SISTERS.....Genie's Gift & Novelties
SHILO.....Crang's Grocery
SHOAL LAKE.....Henderson's Pharmacy
SIFTON.....Boguski Grocery
SNOW LAKE.....Northern Stores Inc.
SOMERSET.....Pittet's Lucky Dollar
SPERLING.....Sperling Grocery
SPRAGUE.....Carl's Solo Store
SPRINGFIELD.....Garven Solo Store
STARBUCK.....Starbuck Barber Shop
STEAD.....Lesosky General Store
STONEWALL.....Stonewall Pharmacy Ltd.
STONY MOUNTAIN.....Mountainview General Store
STRATHCLAIR.....Strathclair Consumers Co-op Ltd.
SUNDANCE.....Sundance Shopping Centre
SUNDOWN.....Eliuk's Solo Store
SWAN LAKE.....Stevenson's Pharmacy Ltd.
TEULON.....Duncan Pharmacy Ltd.
TOLSTOI.....Hall's Val-u Foods
TRAVERSE BAY...Traverse Bay Corner Store
TREHERNE.....Pinder's Pharmacy
VASSAR.....Vassar General Store
VITA.....Sumthing Special Florist & Gift Shop
WABOWDEN.....Dwyer's General Store
WANLESS.....Forest Grove Meat & Grocery
WARREN.....Pete's General Store
WASKADA.....Wilbro Enterprises Inc.
WATERHEN.....North Star Tourist Camp
WAWANESA.....Wawanesa Pro Hardware
WEST HAWK LAKE.....West Hawk Motel
WESTBOURNE.....West Lake Agencies
WHITEMOUTH.....Whitemouth Sundries
WINNIPEG BEACH.....McGregor's Drug Store Ltd.
WOODLANDS.....Studler's General Store
WOODRIDGE.....Woodridge General Store

* Seasonal Liquor Vendor
(open mid-May to mid-September)